

MARKETING & COMMUNICATION | COURSE BROCHURE

# Search Engine Optimisation and AI Search Visibility

5 days | Classroom training | English

**SMART HORIZON**

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

Explore current programmes

https://smarthorizon.uk



# Course content

## Why attend

Customers now discover organisations through search engines and AI assistants that summarise answers. This course teaches modern SEO and AI search visibility: keyword and intent research, technical SEO, content quality and structure, structured data, links and authority, and how to be cited by AI search tools.

If you are not found in search and AI answers, you are invisible to many buyers. You will learn practical steps to grow organic visibility.

## Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

## Course methodology

Site audits, keyword research practice, content optimisation workshops and analytics exercises.

## Course objectives

By the end of this course, participants will be able to:

- Understand how search engines and AI assistants find and rank content
- Research keywords and search intent
- Fix common technical SEO issues
- Create content that ranks and gets cited
- Use structured data effectively
- Measure organic search performance

## Target audience

This course is suitable for:

- Digital marketers
- Website and content managers
- SEO specialists
- Marketing managers
- Small business owners



# Course content

## Target competencies

Participants will develop competencies in:

- Keyword research
- Technical SEO
- Content optimisation
- Structured data
- Search analytics

## Course outline

### Day 1: How Search Works

| | |
|---|---|
| **09:00–10:08** | Crawling, indexing and ranking |
| **10:08–11:00** | AI search and answer engines |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | AI search and answer engines (continued) |
| **11:45–12:53** | Audit of a website |
| **12:53–14:00** | Exercise |

### Day 2: Research

| | |
|---|---|
| **09:00–10:08** | Keywords and intent |
| **10:08–11:00** | Competitor analysis |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Competitor analysis (continued) |
| **11:45–12:53** | Topic clusters |
| **12:53–14:00** | Workshop |

### Day 3: Technical SEO

| | |
|---|---|
| **09:00–10:08** | Site structure and speed |
| **10:08–11:00** | Indexing issues |
| **11:00–11:30** | **Coffee break** |



# Course content

| | |
|---|---|
| **11:30–11:45** | Indexing issues (continued) |
| **11:45–12:53** | Structured data |
| **12:53–14:00** | Exercise |

## Day 4: Content and Authority

| | |
|---|---|
| **09:00–10:08** | Helpful content |
| **10:08–11:00** | Expertise signals |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Expertise signals (continued) |
| **11:45–12:53** | Links and mentions |
| **12:53–14:00** | Case study |

## Day 5: Measurement

| | |
|---|---|
| **09:00–10:08** | Search Console and analytics |
| **10:08–11:00** | AI visibility tracking |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | AI visibility tracking (continued) |
| **11:45–12:53** | SEO roadmap |
| **12:53–14:00** | Action plan |

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



# Course content

## Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Barcelona<br>Confirmed dates | 9 Nov 2026 | 13 Nov 2026 | **£2,840.–** |
| Online<br>Confirmed dates | 9 Nov 2026 | 13 Nov 2026 | **£1,250.–** |
| Vienna<br>Confirmed dates | 30 Nov 2026 | 4 Dec 2026 | **£2,940.–** |
| Online<br>Confirmed dates | 30 Nov 2026 | 4 Dec 2026 | **£1,250.–** |
| Istanbul<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **£2,650.–** |
| Online<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **£1,250.–** |
| London<br>Confirmed dates | 18 Jan 2027 | 22 Jan 2027 | **£2,450.–** |
| Online<br>Confirmed dates | 18 Jan 2027 | 22 Jan 2027 | **£1,250.–** |
| Rome<br>Confirmed dates | 8 Feb 2027 | 12 Feb 2027 | **£2,450.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Online<br>Confirmed dates | 8 Feb 2027 | 12 Feb 2027 | **£1,250.–** |
| Barcelona<br>Confirmed dates | 1 Mar 2027 | 5 Mar 2027 | **£2,840.–** |
| Online<br>Confirmed dates | 1 Mar 2027 | 5 Mar 2027 | **£1,250.–** |
| Cape Town<br>Confirmed dates | 22 Mar 2027 | 26 Mar 2027 | **£1,890.–** |
| Online<br>Confirmed dates | 22 Mar 2027 | 26 Mar 2027 | **£1,250.–** |
| Dubai<br>Confirmed dates | 5 Apr 2027 | 9 Apr 2027 | **£3,150.–** |
| Online<br>Confirmed dates | 5 Apr 2027 | 9 Apr 2027 | **£1,250.–** |
| Paris<br>Confirmed dates | 26 Apr 2027 | 30 Apr 2027 | **£2,860.–** |
| Online<br>Confirmed dates | 26 Apr 2027 | 30 Apr 2027 | **£1,250.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Frankfurt<br>Confirmed dates | 17 May 2027 | 21 May 2027 | **£2,650.–** |
| Online<br>Confirmed dates | 17 May 2027 | 21 May 2027 | **£1,250.–** |
| Dubai<br>Confirmed dates | 7 Jun 2027 | 11 Jun 2027 | **£3,150.–** |
| Online<br>Confirmed dates | 7 Jun 2027 | 11 Jun 2027 | **£1,250.–** |
| Amsterdam<br>Confirmed dates | 28 Jun 2027 | 2 Jul 2027 | **£2,540.–** |
| Online<br>Confirmed dates | 28 Jun 2027 | 2 Jul 2027 | **£1,250.–** |
| Cape Town<br>Confirmed dates | 12 Jul 2027 | 16 Jul 2027 | **£1,890.–** |
| Online<br>Confirmed dates | 12 Jul 2027 | 16 Jul 2027 | **£1,250.–** |
| Rome<br>Confirmed dates | 2 Aug 2027 | 6 Aug 2027 | **£2,450.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Online<br>Confirmed dates | 2 Aug 2027 | 6 Aug 2027 | **£1,250.-** |
| Kuala Lumpur<br>Confirmed dates | 23 Aug 2027 | 27 Aug 2027 | **£1,450.-** |
| Online<br>Confirmed dates | 23 Aug 2027 | 27 Aug 2027 | **£1,250.-** |
| London<br>Confirmed dates | 13 Sept 2027 | 17 Sept 2027 | **£2,450.-** |
| Online<br>Confirmed dates | 13 Sept 2027 | 17 Sept 2027 | **£1,250.-** |
| Dubai<br>Confirmed dates | 4 Oct 2027 | 8 Oct 2027 | **£3,150.-** |
| Online<br>Confirmed dates | 4 Oct 2027 | 8 Oct 2027 | **£1,250.-** |
| Rome<br>Confirmed dates | 18 Oct 2027 | 22 Oct 2027 | **£2,450.-** |
| Online<br>Confirmed dates | 18 Oct 2027 | 22 Oct 2027 | **£1,250.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Cape Town<br>Confirmed dates | 8 Nov 2027 | 12 Nov 2027 | **£1,890.-** |
| Online<br>Confirmed dates | 8 Nov 2027 | 12 Nov 2027 | **£1,250.-** |
| Vienna<br>Confirmed dates | 29 Nov 2027 | 3 Dec 2027 | **£2,940.-** |
| Online<br>Confirmed dates | 29 Nov 2027 | 3 Dec 2027 | **£1,250.-** |

## Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

## Contact Smart Horizon

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

View the latest course details online